

**Amendment to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (currently amended) An audio-video program recommendation system for listing program material in accordance with a user's preferences, said system comprising:
  - a microprocessor for recognizing and processing identifying signals for program items;
  - an electronic storage device coupled to said microprocessor for storing look-up lists of program items and signals associated therewith, said look-up lists comprising lists including a list of previously viewed program items;
  - a recommendation algorithm (a) incorporated into said microprocessor for choosing and listing recommended program items for current viewing on a display based upon (a)(i) the nature and frequency of previous program item selections and (a)(ii) previously viewed program items that are recorded in said look-up lists in said electronic memory device, wherein the recommendation algorithm excludes the choosing and listing of all previously viewed items from the look-up list in the listing of recommended items for current viewing on the display;
  - instructional material (b) presented on said display (b)(i) for concurrently selectively identifying said selected ones of said recommended program items as having been previously viewed outside the purview of the recommendation system to avoid all future recommendation listings and (b)(ii) for selectively identifying a selected one of said recommended program items for current viewing; and,
  - a user-operable input signal device coupled to said microprocessor, enabling a user to selectively identify selected ones of said recommended program items on said display as having been previously viewed outside the purview of the recommendation system, such that said microprocessor (c) then (c)(i) removes said selected ones of said recommended program items identified as having been previously viewed from said

listed recommended program items for current viewing and future viewing on said display, (c)(ii) displays a revised listing of recommended program items for current viewing, and (c)(iii) adds said selected ones of said recommended program items identified as having been previously viewed to said look-up lists in said memory device without actually selecting the corresponding program for viewing.

2. (original) An audio-video program recommendation system in accordance with Claim 1, wherein said user operable input device is a dedicated push-button.
3. (previously presented) An audio-video program recommendation system in accordance with Claim 1, wherein said user operable input device comprises a plurality of dedicated push buttons associated with said instructional material, at least one of said plurality of push buttons serving to selectively identify said selected ones of said recommended program items as having been previously viewed, and at least another one of said push buttons serving to identify a selected one of said recommended program items for current viewing.
4. (previously presented) An audio-video program recommendation system in accordance with Claim 3, wherein said recommendation algorithm further serves to recognize and to remove for current and future listings, program items that are identified as unacceptable; said microprocessor is programmed to create a look-up list of unacceptable programs for storage in said memory device; and, at least another one of said plurality of dedicated push buttons serves to identify unacceptable programs for storage in said memory device.

5. (currently amended) An audio-video program recommendation system for listing program material in accordance with a user's preferences, said system comprising:

    a computer apparatus capable of recognizing, processing and storing look-up lists of identifying signals for program items;

    a recommendation algorithm (a) incorporated into said computer apparatus for choosing and listing recommended program items for current viewing based upon (a)(i) the nature and frequency of previous program item selections and (a)(ii) previously viewed program items that are recorded in said look-up lists, wherein the recommendation algorithm excludes the choosing and listing of all previously viewed items from the look-up list in the listing of recommended items for current viewing; and,

    said computer apparatus further comprises a display and a keyboard (b)(i) having at least one key capable of identifying selected ones of said recommended program items for current viewing on said display as having been previously viewed by the user but not yet recognized by the recommendation system that said selected ones have already been viewed to avoid all future recommendation listings, and (b)(ii) having at least one key capable of identifying selected ones of said recommended program items for current viewing on said display, such that said computer apparatus (c) then (c)(i) removes said selected ones of said recommended program items identified as having been previously viewed from said display and said listed recommended program items for current viewing and future viewing, (c)(ii) shows a revised listing of recommended items for current viewing without said selected ones of said recommended program items identified as having been previously viewed, and (c)(iii) adds said selected ones of said program items identified as having been previously viewed to said look-up lists without actually selecting the corresponding program for viewing.

6. (original) An audio-video program recommendation system in accordance with Claim 5, wherein said user operable input device is a dedicated push-button on a computer keyboard.

7. (currently amended) An improved method of recommending program listings in accordance with a user's selection preferences, said method comprising the steps of:  
accessing a first electronic list representing programs available for viewing at a given time;

accessing a second electronic list (a) representing a compilation of programs (a)(i) previously selected for viewing and (a)(ii) previously viewed program items by an identified user of the a system configured for implementing the recommendation method;

comparing (b) said first electronic list with said second electronic list, to obtain a list of recommended program items based upon (b)(i) the nature of the previously selected programs and (b)(ii) previously viewed program items identified in said second electronic list, wherein the comparing to obtain the list of recommended program items excludes choosing and listing of all previously viewed items from the second electronic list in the list of recommended items for current viewing on a display device;

displaying said list of recommended program items on a video the display device for inspection by said user;

displaying a screen menu, together with said displaying of recommended program items, concurrently indicating (c) that (c)(i) a user can identify a recommended program item for current viewing, that (c)(ii) a user can identify a recommended program as being previously viewed outside the purview of the system configured for implementing the recommendation method by said user and that (c)(iii) a user can identify a recommended program as being unacceptable by said user;

selectively identifying and characterizing by a corresponding electronic signal, a program item on said list of recommended program items that was previously viewed outside the purview of the system or unacceptable by said user;

appending to said second electronic list, program items included in said list of recommended program items that are currently selectively identified and characterized as having been previously viewed by said identified user, without actually selecting the corresponding program for viewing; and,

removing said program items that are currently selectively identified and characterized as having been previously viewed by said identified user from said displayed list of recommended program items for current and future viewing and showing on said display a revised list of recommended program items without said program items that are currently selectively identified and characterized as having been previously viewed by said identified user.

8. (previously presented) An improved method of recommending program listings in accordance with Claim 7, further comprising the step of checking for the receipt of a signal indicating the user's desire to view a program and presenting such identified program item for viewing.

9. (canceled)

10. (previously presented) An improved method of recommending program listings in accordance with Claim 7, further comprising the step of displaying together with said screen menu, an illustrative caption identifying said method of recommending program listings.